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Advertising Age Thursday

Crain's Magazine of the Creative Process

SPECIAL REPORT

MARKETING TO THE ARAB WORLD

Success requires keen insight into the culture

SUSAN HARRIS

One of tv's best writers scores with 'Golden Girls'

JAMES BRADY

Dick and Jane return, but it's not the same

Thursday

Dealing with success

"Golden Girls," one of the hottest new shows of 1985, shows tv is finally ready for Susan Harris. Years ago she made a conscious decision to be more than just another pretty face—which she is—but to be a writer of "important" tv shows. Since co-writing her first script, a "...Then Came Bronson" episode in 1969, she's managed to offend and outrage people by writing tv stories about abortion and more. Her previous creations, "Soap" and the short-lived "Fay," caused an uproar in the 1970s. But they were tame compared to "Golden Girls." And she is not quite sure how to react to the newfound acclaim. *See Page 4.*

Cover photo by Wayne Williams

Another Super Bowl story

Super Bowl mania has crossed the Atlantic and settled in the U.K. and parts of continental Europe. In the U.K., an estimated 4 million to 5 million viewers were expected to watch the Chicago Bears take on the New England Patriots when the contest was televised live at 10 p.m. Jan. 26. Elsewhere, about 5.3 million subscribers to Sky Channel, Rupert Murdoch's pan-European cable tv service, had access to live coverage of the game in 13 European nations. *See Page 8.*

Special Report— Marketing to the Arab World

Arabian Peninsula oil states are suffering from a loss of oil revenues. But smart marketers still are tapping the resources of the Arab world, a region dependent on imports for many items. Special Report examines some of the importers, customs, native companies, successful products and advertising, starting on *Page 9.*

Presstime

Ford axes shuttle ads

DEARBORN, MICH.—Ford Motor Co.'s Ford division is pulling all Aerostar advertising related to the U.S. space shuttle program in the wake of the Jan. 28 in-flight explosion of shuttle Challenger. Tv ads were canceled effective immediately and print ad schedules still reachable were suspended. The campaign, comparing the new minivan's aerodynamic silhouette to that of the shuttle, would have been phased out soon anyway, a Ford spokesman said. The shuttle-related ads, via J. Walter Thompson USA, Detroit, broke late last year. JWT is scrambling to speed up development of a replacement campaign. Several are said to be on the drawing board.

Razors slice into market

NORCROSS, GA.—Wilkinson Sword is rolling national with the new Retractor Twin, the company's first twin-blade disposable razor. The brand will get network tv spots, couponing and print ads in major consumer magazines, via Burton-Campbell, Atlanta. Separately, Boston-based Gillette Co.'s safety razor division next month will break tv spots for its new MicroTrac twin-blade disposable razor, which is now rolling national. BBDO, New York, handles.

Vick rises at Ammirati

NEW YORK—Edward Vick has been named president of Ammirati & Puris, while continuing as chief operating officer. He succeeds Martin Puris, who remains chief executive officer but becomes co-chairman with creative director Ralph Ammirati. Mr. Vick joined the agency in 1983 from a senior vp post at Ogilvy & Mather.

Chase breaks image ads

NEW YORK—Chase Manhattan Bank next week will break an estimated $10 million consumer banking campaign promoting bank employes' talents in meeting individual customer needs. Theme is "Chase. The experience shows." The long-delayed multimedia effort is the first broad image campaign for Chase from Scali, McCabe, Sloves, which took over the account in late 1984 from Wells, Rich, Greene (AA, Dec. 31, '84).

Almond review advances

SACRAMENTO, CAL.—California Almond Growers Exchange has narrowed the review for its $8 million account to six agencies: Incumbent Busse & Cummins, Dancer Fitzgerald Sample, Marschalk Co., McCann-Erickson and Hal Riney & Partners, all San Francisco, and Needham Harper Worldwide, Los Angeles. A decision is expected March 1. CAGE also has assigned $450,000 in Blue Diamond almond butter business to Runyon Saltzman here, the first agency to handle. The product starts testing in April here and in Columbus, O., and Denver (AA, Jan. 9).

MicroAge arrives on tv

TEMPE, ARIZ.—MicroAge Computer Stores, a national chain of 170 franchised computer outlets, this weekend starts its first network tv advertising during CBS-TV's broadcast of the AT&T

(Continued on Page 23)

Street Talk

Other than your own clients, what were the most creative and effective commercials during the Super Bowl telecast? Here are the picks from agency execs in the Super Bowl cities, Chicago and Boston.

Lou Centlivre, executive vp-managing director creative, Foote, Cone & Belding, Chicago: "The John Hancock spots are immaculately cast. The dialogue is so real; it lives up to its theme, 'Real Life, Real Answers.' Northwestern Mutual, 'The Quiet Company' should shut up until it finds a decent agency. McDonald's (McD.L.T). spots have half the firepower that they once had. The account is in the wrong creative hands. The Herb spots are depressing; who'd want to be associated with that guy?"

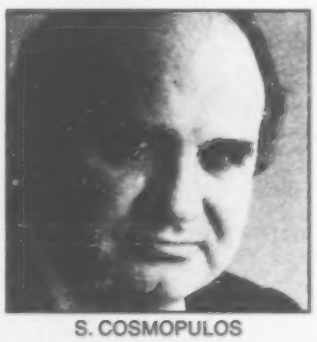
L. CENTLIVRE

D. PANTANO

Dick Pantano, creative director, Hill, Holliday, Connors, Cosmopulos, Boston: "Clearly McDonald's stuff did more to sell the McD.L.T. It was amusing, interesting and a clear demonstration of what the product was and what the packaging was all about. It will bury Herb and all that."

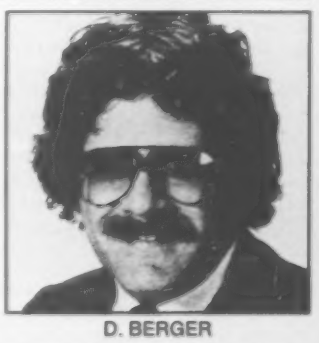
David Fairman, president and chief creative officer, Gray/Chicago: "I look for two things in advertising: Simplicity and drama that's relevant. Two Super Bowl spots that stood out were the underwater Timex spot and the Michelin ads with the kids sitting in the tire. Both touched an emotional nerve as opposed to being strictly factual and both had clear strategies that weren't cluttered with extraneous idea. McDonald's McD.L.T. spots, though, were the most expensive flaming nonsequiturs ever presented."

D. FAIRMAN


S. COSMOPULOS

Steve Cosmopulos, creative director and chairman, Cosmopulos, Crowley & Daly, Boston: "There were several that got their money's worth: New York Air, John Hancock, Budweiser's Dalmation, Lite Beer's Halley's Comet and Duroliner's the Hammer. But, the one I wish I'd done was the New York Air spot where the man has his feet around his neck. That was the most exciting, the best of the bunch. In general, though, there were no breakthrough ads. The one that came the closest was Hancock, but only time will tell."

Dennis Berger, exec vp-exec creative director, BBDO, Chicago: In general, I didn't think that much was exciting. It isn't quite like the big surge you get at Olympics time. I didn't see all that much new stuff. What stuck out was the silliness of those McDonald's spots; I don't know what the hell they were doing. They were loudly hooted by my 7, 8 and 13-year-olds. Also, those [Durakon] truck-bed liners. . .I didn't know such a product existed!"


D. BERGER

ADVERTISING AGE *Thursday* asks those who serve agency creative and/or media departments to share views on major advertising-related issues. While we're out there making calls for this feature, why wait for the phone to ring? Send pithy comments and a recent photo to: Street Talk, ADVERTISING AGE *Thursday*, 220 E. 42nd St., New York 10017.

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MediaWorks

TV AVAILS

A weekly listing of tv programming that still has commercial availabilities open in the next few weeks.

"The People's Court," a half-hour strip, has general time available on a scatter basis for the second and third quarters. Telepictures, New York, is asking $30,000 per 30-second spot. The show has been cleared in 95% of the country and has a projected 9 rating. Already in are Kellogg Co., Quaker Oats and American Home Products.

"Boys' Town: A Miracle of the Heart" has an unspecified number of avails on its prime-time broadcast during the first week of April, when it will be barter-syndicated in 90% of the U.S. via LBS Communications, New York. Rates were not available at press time.

"Footsteps of Giants," also due from LBS as a documentary commemorating the 25th anniversary of the U.S. space program, has several avails. It will

Judge Joseph Wapner presides in "The People's Court."

be shown during June in fringe and early prime time slots in roughly 100 markets.

"My Friend Liberty," a half-hour special marking the Statue of Liberty's 100th birthday, will air between mid-June and July 4, in prime time access and early fringe time periods. The show, done in clay animation and featuring a doughy-looking Ed Koch as mayor of New York, should be bartered to 100 markets by air-date, according to an LBS representative.

"Strictly Business," a weekly half-hour business series produced and aired by the NBC-TV owned stations group, has avails in its first telecasts beginning in April. The magazine-format show will run in access and Sunday mornings.

"The SFM Holiday Network" has avails in several two-hour movies through early summer, barter-syndicated through SFM Entertainment, New York. "Ten Gentlemen from West Point," to air Jan. 1, Feb. 1 and 2, is sold out. "You're My Everything" has four 30-second units during the Feb. 28, March 1 and 2 showings, while "Springtime in the Rockies" has six 30s on the March 14, 15 and 16 broadcasts. "The First Texan" has seven 30s on the April 18, 19 and 20 play dates, while "A Ticket to Tomahawk" has six 30s on the June 20, 21 and 22 broadcasts. Prices were not available. The movies run primarily in the early afternoon on weekends in 80% of the country. ■

ON THE DIAL

Scheduled radio specials and new programs or syndicated services.

"Profile '86," a monthly series by NBC Radio Entertainment, New York, that features music and interviews with rock's million-selling performers. The show will spotlight The Thompson Twins the weekend of Feb. 21-23. Cleared by an estimated 135 stations.

"Best of Farm Aid: An American Event," an exclusive hourlong special by Westwood One Radio Networks, Los Angeles, and simulcast by Home Box Office, highlights the September, 1985, Farm Aid concert. Artists include Bob Dylan, Willie Nelson, Johnny Cash, Billy Joel and others. Westwood One affiliates will present a special 15-minute salute to the Farm Aid project following the show. Cleared by more than 75 stations.

"Hot Rocks," via United Stations Radio Networks, New York, goes weekly on April 1 after three years a. a 15-week special. The 90-minute show, designed for contemporary hit radio for-

THE THOMPSON TWINS

mat stations, features the nation's "hottest" hits and interviews. The April 1 launch will feature John Cougar Mellencamp, Starship Survivor and Tears for Fears. Cleared by an estimated 175 stations.

"Weekend Magazine," produced and sponsored by Hearst Magazines, New York, now is being offered over AP Network News to 1,000 stations nationwide. The weekly, 60-second radio broadcasts will feature lifestyle, science and human interest news from among Hearst's 13 top-selling magazines, such as *Cosmopolitan, Town & Country, Popular Mechanics* and *Good Housekeeping*. Co-sponsorship available at the local level. Premieres Friday, March 14.

"Legends of Rock," a two-hour program that spotlights the artists who influenced three generations of rock fans, will feature super rock star Paul McCartney on Feb. 14. Cleared by an estimated 135 stations, the ad closing date is Feb. 3. ■

NEWSSTAND

A listing of upcoming print advertising opportunities, such as special issues and special advertising sections.

Business Week, New York, fourth-quarter corporate profits issue, March 17; ad close: Feb. 10 (color), Feb. 17 (b&w). B&w page, $32,142; color page, $48,854.

Diario Las Americas, Miami, *Carnaval Miami* special section, Feb. 22 issue; ad close: Feb. 10 (space), Feb. 14 (materials). Four sizes of ads, from quarter page to full page, costing $21 per column inch.

USA Today, Rosslyn, Va., personal finance-special bonus section, March 3 issue; ad close: Feb. 14. B&w page, $33,314; color page, $41,642. NCAA basketball playoffs special bonus section, March 10 issue; ad close: Feb. 21.

Prevention, Emmaus, Pa., special section on fitness after 30, May issue; ad close: March 1. B&w page, $21,030; color page, $27,550.

New Shelter, Emmaus, Pa., second annual remodeling survey issue featuring special merchandising and reprint programs, May/June issue; ad close: Feb. 25. B&w page, $10,050; color page, $14,065.

Good Housekeeping, New York, special summer beauty guide section, June issue; ad close: Feb. 28 (regional), March 14 (national). B&w page, $63,775; color page, $80,025.

The New Yorker, New York, special advertising section, a literary excursion through the British Isles, April 28 issue; ad close: March 1 (special orders), March 31 (color). April 11 (b&w). B&w page, $13,020; color page, $20,765.

Forbes, New York, corporate finance advertising supplement, April 28 issue; ad close: March 3. B&w page, $27,810; color page, $17,960.

Closing next week: USA Today, Rosslyn, Va., corporate scoreboard special bonus section, Feb. 24 issue, Feb. 7. ■

MediaWorks also appears in Monday editions of Advertising Age.

TV POWER SHARES

The following chart lists network tv shows that won their time periods, ranked by audience share dominance. It is a reflection of how decidedly a particular show defeated its immediate competition and reflects the program's dominance of available audience. The numbers following the program name are the amount of share points by which the program defeated the second-place show during each week shown. An indicator of 10 or more is considered "dominant," while 5 to 10 is considered "good." Anything less than 5 is a "borderline" victory. *Source: Nielsen Overnight Ratings.*

Show	Week ending	1/23	1/16	1/9
DOMINANT WINNERS				
1. "The Cosby Show" (NBC)		25	33	31
2. "60 Minutes" (CBS)		24	16	18
3. "Family Ties" (NBC)		21	27	25
4. "Golden Girls" (NBC)		21	16	12
5. "Murder, She Wrote" (CBS)		19	16	6
6. "227" (NBC)		17	13	8
7. "Dynasty" (ABC)		14	5	3
8. "Dallas" (CBS)		14	12	11
9. "Hotel" (ABC)		10	6	2
GOOD WINNERS				
10. "Hunter" (NBC)		9	5	5
11. "NBC Sunday Night Movie: Mafia Princess"		9	-21	4
12. "Spenser for Hire" (ABC)		7	-11	-5
13. "Facts of Life" (NBC)		7	6	7
14. "Moonlighting" (ABC)		7	-6	-1
15. "Who's the Boss?" (ABC)		6	1	11
16. "Knots Landing" (CBS)		6	7	8
17. "Miami Vice" (NBC)		5	9	6
18. "George Burns' 90th Birthday" (NBC)		5	DNA	DNA
BORDERLINE WINNERS				
19. "Cheers" (NBC)		4	10	11
20. "Kate & Allie" (CBS)		4	9	5
21. "Newhart" (CBS)		4	9	3
22. "Growing Pains" (ABC)		4	0	6
23. "Cagney & Lacey" (CBS)		2	8	1
24. "Scarecrow & Mrs. King" (CBS)		2	3	2
25. "Gimme a Break" (NBC)		2	5	7
26. "Night Court" (NBC)		1	7	7
27. "MacGyver" (ABC)		1	—6	—17

BEHIND THE SHARES

ABC staging ratings revival?

Is there finally a break in the clouds for ABC, the also-ran network?

After a few heart-stopping weeks in which it appeared **Dynasty** actually might be heading for a time-period loss, the show surged back to a convincing win.

After it seemed **MacGyver** never would find a home on the schedule, the show pulled out a 1 share point victory. After **Moonlighting** and **Spenser** got drubbed by some stiff CBS competition over the past two weeks, both shows scored impressive victories. Even **Hotel**, which appears to be shrinking to motel status, had a dominant 10-share point win. For the first time in weeks—months?—ABC won both Tuesday and Wednesday evenings.

If you have a soft spot in your heart for underdogs, there's reason to be cheered: CBS cannot crack Tuesday, and NBC's once-vaunted Wednesday lineup has all the vigor of the New England Patriots on Super Bowl Day. **Blacke's Magic**, the new NBC entry, has no magic wand when it comes to generating audience. The show has lost share steadily since its inception.

CBS' prime-time planners had to have been a little crazy to move **Crazy Like a Fox**. Strong as the show was on the Sunday schedule, it simply can't anchor CBS on Wednesday. If this show keeps sliding, it'll be gone next season.

Don't expect ABC to sweep Wednesday next time around. **Highway to Heaven** is back on the schedule (it was preempted last week for the missing children special which got a respectable 25 share).

Tuesday night remains a puzzler for the folks at Black Rock. All those Bugs Bunny and Muppet specials can't build a regular audience at 8 p.m. (ET).

The 9 p.m. movie/special has been bittersweet so far. **Miss Teen USA**, for example, was demolished last week; but **Grand Ole Opry's 60th Anniversary** two weeks ago was a Nielsen barnstormer.

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